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Entrepreneurship and Industry
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Agenda

- What is Tech Transfer and IP?
- How do Science and Technology apply to Medical Therapies?
- What is Industry about?
- How do I get there?

My Background

- Research
 - Laryngeal Reanimation
 - Injectable Microstimulators
- Medtronic
 - R&D Cardiac Rhythm Management
 - Clinical
 - Education
- CSNE

- What is Tech Transfer and IP?

What is Tech Transfer and IP?

- Intellectual Property
- Invention disclosure
- Patent
- License

Intellectual Property

A work or invention that is the result of creativity, such as a manuscript or a design, to which one has rights and for which one may apply for a patent, copyright, trademark, etc.

Invention Disclosure

- 1 -Inventions are disclosed and assigned to the company.
- 2 –The company protects some of these via patents, copyrights, and trademarks.
- 3 –Patents, copyrights, and trademarks are used internally and/or licensed to other companies for commercial use.
- 4 –Inventors may get Cash and/or stock bonuses, a plaque or other award.

Patent

A patent is the grant of a property right to the inventor or his/her assignee for a limited period of time in exchange for a public disclosure of the invention.

In the United States, a patent grants, “the right to exclude others from making, using, offering for sale, importing, or selling” the invention in the US.

Must be: Novel, Non-obvious, and Useful

License

A license is a legal agreement where one party allows another to do something.

In technology transfer, a University may grant a company a license to commercialize an invention.

What is the technology transfer process?

- File an invention disclosure.**
- Assess commercial potential.**
- Develop a commercialization plan.**
- Protect IP (e.g. file patents) if needed.**
- License the technology to a company.**
- Get lots of \$\$\$**

Can you identify this valuable patent?

United States Patent 6,285,999 September 4, 2001

Title: Method for node ranking in a linked database

Abstract: A method assigns importance ranks to nodes in a linked database, such as any database of documents containing citations, the world wide web or any other hypermedia database. The rank assigned to a document is calculated from the ranks of documents citing it. In addition, the rank of a document is calculated from a constant representing the probability that a browser through the database will randomly jump to the document. The method is particularly useful in enhancing the performance of search engine results for hypermedia databases, such as the world wide web, whose documents have a large variation in quality.

Inventors: Page; Lawrence

Assignee: The Board of Trustees of Stanford University

Google and Stanford University

Google began in Jan, 1996 as a research project by Stanford PhD student Larry Page. Page explored the mathematical properties of the internet, modeling its link structure as a huge graph. Google licensed this and other patents from Stanford in exchange for cash and stock.



In 2005, Stanford sold its Google stock holdings for \$336 Million dollars.

How do Science and Technology apply to Medical Therapies (and other applications)?

60 Minutes Video

What is Industry about?

- Developing (inventing, creating, licensing....) technologies (ideas, software, processes, devices...) for the purpose of marketing and selling products for profit.
- Meet customer needs, meet stockholder expectations

Medtronic

- Earl Bakken



How do I get there?

- Technical Skills
- Soft Skills
 - Communication (listening, verbal, written)
 - TEAMWORK
 - Flexibility
 - Leadership / Management
 - Organization
 - Dependability / Responsibility
 - Honesty / Work Ethic / Professionalism

Industry –what's it all about?

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